PRESS RELEASE

ALBERTO   
  
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**ALBERTO expands its management**

**Mönchengladbach-based pants specialist ALBERTO has expanded its management team as of 2 January 2024. ALBERTO owner Georg Walendy, who has retired from active business operations, will be replaced by his children Anna Mühlen (née Walendy), in the role of Managing Director of Sustainability, Production, Logistics, Procurement and IT, and Philipp Walendy, in the role of Managing Director of Product Development. Both of them have been working in senior positions at the company for more than 15 years. Together with Marco Lanowy (Managing Director of Retail, Sales and Marketing) and Jürgen Schmiedel (Managing Director of Human Resources, Controlling and Finance), they will now jointly run the family business. Georg Walendy, who built ALBERTO together with Marco Lanowy and Jürgen Schmiedel into one of the most innovative pants suppliers over the past decades, will remain with the company as owner in an advisory role, but will retire from active management: ‘I can now hand over responsibility that I've cherished and loved for years, because my children have become part of the company, and when I see the vigour and inner conviction they bring to carrying on the ALBERTO philosophy, it makes me very proud. With Marco Lanowy and Jürgen Schmiedel on the management board, we can be sure of continuity and stability going forward.’**

**Good guidance**

Different disciplines, but one task – now that the management is split into four managing directors with specialist expertise, ALBERTO has a team of renowned specialists in the company's key positions. These specialists can work on and manage their areas of responsibility as independently as possible, but they are always closely coordinated. The decision to dispense with an administrative superstructure in favour of consistently flat hierarchies underlines the modern working culture and is another important success factor for the Mönchengladbach-based hosiery experts. On the subject of a modern working culture: while the active involvement of employees in key processes is often only considered in theory in many companies, ALBERTO takes its role as a participative company seriously. ‘We bring our employees on board, encourage them to share their ideas and suggestions and take personal responsibility. This welds the team together and boosts identification with the company. As managers, we're aware that we can shape the entire corporate culture with our management style and thus provide important motivational incentives. We're role models, and we know that motivated employees always make the difference in the end and don't just advance themselves, but also the company,’ explains Marco Lanowy. Jürgen Schmiedel emphasises: ‘At all levels and in all processes, we rely on a transparent division of labour within the areas of expertise and an open culture of error and dialogue. I believe this is the only way to propel a company forward today.’

**Open company culture**

ALBERTO has grown steadily over the last 20 years – from a turnover of 22 million euros back then to over 50 million euros a year today. This healthy growth is based on a healthy, forward-looking corporate culture. 'One of the pivotal points is that we’re still a family business and that the family atmosphere is also very much alive within the company. The decision-making channels are short, and we take the reins ourselves. That creates cohesion. What's more, we rely on compact structures with flat hierarchies. And when it comes to procurement and sustainability, we'll keep focussing on new, intelligent and durable fabrics, high-quality processing standards and innovative production, finishing and recycling processes,’ says Anna Mühlen, explaining the ALBERTO success story.

**Competence is king**

It's said that tradition brings obligations, and the ALBERTO definition of tradition applies to yesterday as well as today. Yesterday, because values such as quality, craftsmanship and specialism have shaped ALBERTO since the company was founded, and today, because cultivating these skills only makes sense if they continue to have an impact deep into the future. This maxim is consistently pursued by the extended management team. ‘Our aim was and is to create a product that is outstanding at all levels. A product that will endure, even or perhaps, especially in difficult times, and that you can rely on 100 per cent,’ explains Philipp Walendy. This not only includes the self-conception of having the highest quality standards in all departments of the company. These standards are crucial throughout the entire supply chain and beyond. And Marco Lanowy is convinced that this calls for real experts with relevant expertise. 'We're ideally positioned when it comes to comprehensive expertise and experience.' His success has proven him right.

*Photos: Patrick Lanowy  
Motif 01: (from left to right) Anna Mühlen, Jürgen Schmiedel, Marco Lanowy, Philipp Walendy*

*Motif 02: (from left to right) Jürgen Schmiedel, Anna Mühlen, Marco Lanowy, Philipp Walendy*

*The text and image material is available for downloading at:*

[*press.alberto-pants.com*](http://press.alberto-pants.com/)

*ALBERTO regards itself as a culturally influenced pants label on the move, developed for people on the move. People who value quality, comfort and freedom, people who seek relevance and style. Founded over 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world and constantly setting new standards, the brand has stayed true to its founding ethos to this day. Contemporary craftsmanship and design are just as much a testament to this as the company's own concept store or the use of intelligent, voice-controlled interaction systems. What began as a small pants manufacturer has long since become part of collections – for urban cyclists, for example: A brand that has set itself the goal of anticipating the needs of its customers and combining them into an inspiring lifestyle concept that also transcends all trends.*

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